



City of Rock Falls

Tourism Committee Meeting Minutes

Date: 07-13-2022

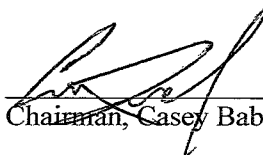
Time Meeting Started: 10:00 a.m.

Time Meeting Ended: 11:12 a.m.

Members		Also Attended	
Alderman Casey Babel - Chairman	P	Director Melinda Jones	
Alderman Bill Wangelin	P	Admin Assistant Tracy Finch	
Alderman Jessica Devers	A	City Administrator Robbin Blackert	
Brian Tribley	P	Deputy City Clerk Michelle Conklin	
Angelic Stewart	A	Dianne Bausman	
Bethany Bland	P		
Tom Henry	P		

Ordinance/Topic	Discussion	Plan of Action
Call to Order	Meeting was called to Order at 10:00 a.m. by Chairman Casey Babel	
Audience Requests	Brick Boss stated that he wanted to bring the issue of allowing side by sides in the City of Rock Falls. This would be a way to get some additional tourism to the area, other smaller cities around allow them and he has heard that they have had minimal problems. It would also be another source of revenue if they were registered.	No Action
Approve Minutes	<p>Committee reviewed minutes from the June 8, 2022, Tourism Committee meeting.</p> <ul style="list-style-type: none"> • Casey Babel moved to approve minutes, second by Bill Wangelin, Viva Voce Vote, 5 ayes, 0 nays, motion carried. 	Minutes Approved
Tourism Committee Updates	<ol style="list-style-type: none"> a. Blackhawk Waterways – (copy of report attached) b. Rock Falls Chamber of Commerce <ol style="list-style-type: none"> i. Had a very good turn out for Summer Splash ii. Business After Hours – July 21, 2022 at SCVV Dillon Mall Patio iii. Local Fest – August 6, 2022 at the Farmer’s Market c. Tourism Director – Melinda Jones <ol style="list-style-type: none"> i. Bellson Music Fest – Working with Francine Bellson to hold another festival next year ii. Independence Day Celebration went well, we had between 1,500 and 2,000 people in attendance iii. Jammin’ on the Rock – rained before the bands started so attendance was down iv. Food Truck Friday – Rained all day but did clear off before the band started playing v. Art in the Park Sculpture Walk – the 8 sculptures are picked and planning is moving forward vi. Bike rental revenue was up for the month of June 2022, there were no issues with the new locking system vii. Art in the Park – Melinda passed out the 38 sculpture submissions. Committee members are asked to pick 8 sculptures and turn into the Tourism Department by June 15, 2022. viii. Wings over Whiteside airshow will be July 23 & 24, 2022 	No action on any items

Tourism Grants	<p>a. Sponsorship Grant for Sterling Rock Falls Jaycees Independence Day Celebration held on July 1, 2022 is requesting an additional sponsorship amount of \$1,750.00. Bill Wangelin moved to approve an additional Sponsorship Grant for Sterling Rock Jaycees in the amount of \$250.00, second by Casey Babel, Vote, 5 ayes. 0 nays, motion carried.</p> <p>b. Sponsorship Grant for the Little League State Tournament – Junior Boys Baseball – July 29 through August 2, 2022 in the amount of \$1,000.00. Brian Tribley moved to approve the Sponsorship Grant for the Little League State Tournament in the amount of \$500.00, second by Bill Wangelin, Vote, 5 ayes, 0 nays, motions carried.</p> <p>c. Sponsorship Grant for paws & Claws 5K Run for Rescues – August 6, 2022 in the amount of \$300.00. Bill Wangelin moved to deny the sponsorship grant for Paws & Claws 5K run, second by Tom Henry, Vote, 5 ayes, 0 nays, motion carried.</p> <p>d. Sponsorship Grant for After Dusk Free Children’s Outdoor Movie Show – Woodlawn Arts Academy – August 6, 2022 in the amount of \$250.00. Bill Wangelin moved to deny the sponsorship grant for Woodlawn Arts Academy, second by Casey Babel, Vote, 5 ayes, 0 nays, motion carried.</p>	<p>Tourism Grant in the amount of an additional \$250.00 approved</p> <p>Tourism Grant in the amount of \$500.00 approved</p> <p>Tourism Grant denied.</p> <p>Tourism Grant denied.</p>
Marketing/Advertising/Promotions	New website is up and running, there are a few little things that need to be done.	
Façade Grants	<p>Extension letters were received by Kapp’s Banquet Facility and Bartini’s, both are waiting for items to be shipped before projects can be completed. Casey Babel moved to grant a 90-day extension to the Façade Grant for Kapp’s Banquet Facility and Bartini’s, second by Brian Tribley, Vote, 5 ayes, 0 nays, motion carried.</p>	90-day extension granted to Kapp’s and Bartini’s
New Business	<p>Amendment to Rock Falls Tourism – Event Sponsorship Grant for events starting in FY 2023. There was discussion on new criteria for Sponsorship grants. Bethany Bland stated that she would like there to be a range \$100.00 to \$500.00 for a one-day event and \$500.00 to \$1,000.00 for a two or more day event. Brian Tribley would like it to be up the discretion of the Committee so he would be fine with a range. Would also like there to be a request frequency, there will be funding for no more than one application for sponsorship from any one organization per fiscal year. Administrator Blackert stated that we could put wording that there will be no more than \$1,000.00 per organization per year.</p>	No action
Adjournment	<p>Casey Babel moved to adjourn, second by Brian Tribley, Viva Voce Vote, 5 ayes, 0 nays, motion carried.</p> <p>Meeting adjourned at 11:12 a.m.</p>	



Chairman, Casey Babel

Report for Rock Falls Tourism Board
BWCVB Executive Director, Diane Bausman
July 13th, 2022

Meetings Attended:

- June 22nd – Great Rivers Country Board Meeting
- June 23rd – ICCVB meeting via Zoom
- July 6th – Savanna Hotel/Motel meeting
- July 12th – Carroll County Hotel/Motel meeting

Web Site Update:

Visitnorthwestillinois.com - In the last month we've had 18,712 unique visits to our website and they viewed 1.71 pages per session. 11.67% came as direct traffic (typed in our URL); 64% came as organic traffic (the came via google ads & keywords that clicked through to our site) and 12.96% were referrals and of those referrals 97.95% came from our Facebook posts. The top landing pages were (1) Discover the Great Outdoors via the QR code link from our online ads (2) Homepage (3) Events/Dixon Pride Festival (4) Lodging /campgrounds (5) Events/Sterling/Rock Falls Independence Day Celebration

Advertising, Promotion & Public Relations:

- Our **online advertising campaign** continues to bring in traffic to our website and we continue to higher numbers over the same time last year. Chad Blair, our TDG rep, reported the following:
 - Facebook generated 130K impressions and 1,675 clicks to the site
 - Most popular cities have been consistently been Chicago, Milwaukee & Rockford
 - Google generated 492K impressions and just over 9,000 clicks to the site for Click Thru Rate that is way above industry standard.
 - Total conversions for the month were up as well to 450
 - Looking at analytics, we saw improvements for this period compared to the same period last year.
 - Sessions were up over 18% and users up 16%
 - Looking at the most popular pages, as you'd expect, our ad landing page is the most popular, followed events, home page and then request a visitor guide.
- **Print ads** that have come out in the last month include *Silent Sports* magazine which includes a web ad and we have a banner ad that continues to run on *windycitytimes.com*.
- **Requests for information:** In the last month we had 121 requests for Visitor Guides from our website.

• **BWCVB Social Media Report:**

25 Facebook posts/23 Twitter posts /22 Instagram posts.

Our top performing FB boosts for the month:

FB post	reach	link clicks	shares
Dixon Petunia Fest	6,871	140	21
Milledgeville Jamboree	5,947	208	22
Mt Morris Porch Fest	5,429	93	15
Savanna #1 Best Small Town	4,775	149	13

- **Radio shows;** WRHL 6/22; WLLT weekly; WCCI bi-weekly. *Aroundptown.com* events are submitted weekly for their online newsletter.

SAVE THE DATE: August 25th - BWCVB Annual Dinner in Rochelle – invitations will be out soon!

Blackhawk Waterways CVB Mission Statement

To increase the economic impact to the four counties represented through promotions, advertising and providing information to potential visitors.